



News From

Maggie Brooks

Monroe County Executive

For Immediate Release

May 27, 2004

Brooks Showcases National Models For Renaissance Square Project

At a news conference this morning, County Executive **Maggie Brooks** introduced the featured speakers for this afternoon's sold-out Renaissance Square National Models Luncheon. During the luncheon, each of the speakers will present an overview of projects, similar to Renaissance Square, which are located in their respective communities.

"Since the concept of the Renaissance Square project started to take shape earlier this year, it's tempting to think that our community was the first one to explore this type of unique development partnership," said Brooks. "The truth is there are many models of success to look to -- and the parallels that we can draw to Renaissance Square are remarkable."

Joining Brooks today were the following individuals:

- **Frank Tavera**, Executive Director for the Palace Theater, Waterbury, Connecticut
Project: The Palace Theater (Community Partnership Model);
- **Dr. Minnie Fells Johnson**, CEO of the Greater Dayton RTA, Dayton, Ohio
Project: The Schuster Performing Arts Center/Wintergarden Transit Center (Financial Model);
- **Jud Marquardt**, Founding Member of LMN Architects (Ret.), Seattle, Washington
Project: Benaroya Hall (Technical Model);
- **Art Guzzetti**, Director of Policy and Advocacy for the American Public Transportation Association, Washington, DC.

"These individuals each have wonderful success stories to tell -- and they have come here, to Monroe County, to share them with us," said Brooks. "Their first-hand experiences demonstrate that projects like Renaissance Square have real, measurable impact on economic development -- creating jobs and revitalizing communities."

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Brooks was also joined by her fellow members of the Renaissance Square Project Leadership Team, which includes Monroe County, the City of Rochester, RGRTA, Monroe Community College and the local arts and cultural community.

About the Renaissance Square National Models Luncheon

Community leaders in Rochester, NY are working together to construct an integrated development project called Renaissance Square. This project combines a transit center, an urban college campus and a performing arts complex on one city block of downtown Rochester.

An informational luncheon about the Renaissance Square project will be held on **Thursday May 27th, 2004 at the Hyatt Regency, Downtown Rochester. The luncheon will be held at 12 P.M. in the Grand Ballroom** and will include guest speakers and experts from outside Rochester sharing experiences on similar projects.

Please Note: The lunch is sold out but open to media coverage.

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